

Message Text

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ACTION COME-00

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P R 121912Z MAY 76

FM AMCONSUL RIO DE JANEIRO

TO SECSTATE WASHDC PRIORITY 3688

INFO AMEMBASSY BRASILIA

AMCONSUL SAO PAULO

AMCONSUL PORTO ALEGRE

UNCLAS RIO DE JANEIRO 1840

FROM EMBASSY COMMERCIAL COUNSELOR

E. O. 11652: N/A

TAGS: BEXP, BR

SUBJ: PULP AND PAPER MACHINERY TRADE MISSION

REF.: A) STATE 061541

B) SAO PAULO A-18 OF MARCH 16, 1976

1. WE AGREE ON SUGGESTED DATES AND
ITINERARY FOR SUBJECT

TRADE MISSION AS PER REFTEL A) WITH EXCEPTION OF STOP IN
CURITIBA. CONGEN SAO PAULO HAS DETERMINED THAT LARGE
FIRMS OPERATING IN PARANA HAVE HEADQUARTERS EITHER IN
SAO PAULO OR RIO. HENCE, SUGGEST THAT PORTO ALEGRE STOP
BE SCHEDULED FOR SEPTEMBER 27-28. ALSO, RE RIO STOP WE
SUGGEST A FLEXIBLE SCHEDULING FORMAT INCORPORATING PLANT AND
COMPANY VISITS RATHER THAN A BIC-CENTERED PROGRAM.

2. MARKET EVALUATION FOR PULP AND PAPER MACHINERY IN BRAZIL
PREPARED BY ADELA AND FORWARDED TO WASHINGTON LAST NOVEMBER
REVEALED THE RAPIDLY INCREASING PACE AT WHICH LOCAL INDUSTRY
IS MEETING THE REQUIREMENTS OF THE DOMESTIC MARKET - PROBABLY
CLOSE TO 70 PERCENT OF REQUIREMENTS THIS YEAR. USDOC'S
ATTENTION IS DIRECTED TO ANALYSIS CONTAINED IN REPAIR B) WHICH
POINTED OUT CERTAIN INCONSISTENCIES BETWEEN CONCLUSIONS OF
ADELA'S MARKET EVALUATION AND DATA SUPPLIED TO SUPPORT THESE
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CONCLUSIONS. AS NOTED IN REPAIR B), DATA PRESENTED CLEARLY
INDICATES ONLY A LIMITED POTENTIAL FOR IMPORTS OF PULP AND

PAPER MANUFACTURING EQUIPMENT. HENCE, WE URGE THAT SUBJECT TRADE MISSION BE CAREFULLY RECRUITED TO REPRESENT EQUIPMENT CITED FINAL PARA REPAIR B. WE REITERATE THAT BEST PROSPECTS IN THIS SECTOR ARE LIMITED TO "SECONDARY" TYPES OF EQUIPMENT AND COMPONENTS. IN VIEW OF CURRENT DIFFICULT IMPORT CLIMATE, WE DO NOT FORESEE GOOD PROSPECTS AT THIS TIME FOR IMPORTED SOPHISTICATED PRIMARY EQUIPMENT.

3. STRONG POTENTIAL IN THIS SECTOR, HOWEVER, DOES EXIST FOR INDUSTRIAL PROCESS ENGINEERING FOR PULP AND PAPER SECTOR. AT THE PRESENT TIME, ONLY ONE U.S. ENGINEERING FIRM WITH THIS SPECIALTY IS LOCATED IN BRAZIL, I.E. FORD, BACON AND DAVIS (FBD). FBD HAS BEEN CLOSELY ASSOCIATED WITH OLINKRAFT IN BRAZIL. WITH ONE OF THE WORLD'S LARGEST TIMBER RESERVES AND EXTENSIVE REFORESTATION PROJECTS, BRAZIL'S POTENTIAL AS A PULP AND PAPER PRODUCER IS OBVIOUS. U.S. COMMERCIAL INTERESTS WOULD BE WELL-SERVED WITH THE INTRODUCTION TO THE BRAZILIAN MARKET OF MORE U.S. ENGINEERING FIRMS SPECIALIZING IN THE CHEMICAL AND WOOD PRODUCTS SECTOR. COMMERCIAL COUNSELOR HAS RECEIVED STRONG INDICATION OF INTEREST IN PARTICIPATING IN SUBJECT MISSION FROM LOCAL REP OF HOWARD NEEDLES TAMMEN & BERGENDORFF (HNTB) ON BEHALF OF ITS SUBSIDIARY FRANKFURTER INC. USDOC IS REQUEST TO CONTACT W.M. WACHTER, PRESIDENT OF HNTB, AT BOSTON OFFICE - TELEPHONE (617) 267-1710 RE PARTICIPATION. LOCAL REP HAS ALREADY ALERTED BOSTON OFFICE RE TRADE MISSION. HNTB IS KNOWN IN BRAZIL HAVING WORKED ON THE NITEROI BRIDGE. COMPANY IS CURRENTLY PURSUING BUSINESS UNDER SAO PAULO AIRPORT PROJECT. HOWEVER, IT WOOD PRODUCTS DIVISION (FRANKFURTER INC) WOULD BE TOTALLY NEW TO BRAZIL.
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